



Synchronoss Technologies Launches European Operations

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ConvergenceNow(TM) Platform to Capture Network and Device

Convergence Growth in the UK, Germany, France and Spain

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Oct. 25, 2007--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs), today announced that its ConvergenceNow(TM) platform will be rolled out across Europe. Addressing the growth opportunities for network and device convergence, ConvergenceNow will be launched initially in the UK, Germany, France and Spain.

Synchronoss will be deploying and contracting directly with leading Tier One Communication Service providers. In order to accelerate time to market and transactional growth, Synchronoss has engaged major European system integration firms who have deep understandings of the back-office platforms at Tier One CSPs. Certified system integration partners selected by Synchronoss have committed financial, technical, and operational resources.

"We are truly excited about the growth opportunities that the European market offers us," said Stephen G. Waldis, president and CEO of Synchronoss Technologies. Waldis added, "We are convinced that our proven ConvergenceNow(TM) platform will allow European CSPs to create considerable value by optimizing the customer experience associated with activation and provisioning processes."

"Our research clearly indicates that converged networks and devices are expected to grow significantly over the next five years in Europe, with a variety of OEMs launching innovative handsets," said Omar Tellez, EVP of Marketing at Synchronoss Technologies. Tellez added, "We have seen first hand that European CSPs face significant challenges in deploying these converged services. We believe that our game-changing activation process is delivering the best customer experience possible. As the best in class solution in the United States on this front, we are excited as we begin our roll out of ConvergenceNow(TM) across Europe."

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(TM) and Convergence(TM) software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision, Clearwire, Comcast, Embarq, Level 3, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

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